



The iPhone App Design Manual: Create Perfect Designs for Effortless Coding and App Store Success

Dave Brown

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App creation is now a huge, global business, with hundreds of thousands of developers, entrepreneurs, and companies attracted by the potential rewards. But games, functional apps, and promotional apps alike depend on attractive, intuitive design for their appeal, and most fail to find a significant audience.

With this book, you'll be able to turn your great app idea into a functioning design ready for coding, or apply graphic design skills to this exciting new field, and create an app that will stand out in a market that is worth over a billion dollars every year.

- Understand the design process that underlies the best and most successful apps
- Learn how to create a friendly interface and smooth user experience, and avoid the pitfalls that plague first-time designers
- Master the tricks of the trade that make apps stand out: effective visuals, punchy copy, and attractive colors

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